

PLACER COUNTY
REDEVELOPMENT AGENCY

MEMORANDUM

TO: Honorable Members of the Redevelopment Agency Board
FROM: Rich Colwell, Chief Assistant CEO – Redevelopment Director *REC*
Rae James, Deputy Director
DATE: July 11, 2006
SUBJECT: Approve a Contract between the Redevelopment Agency and Marie Jones Consulting in the Not to Exceed Amount of \$57,210 to Conduct the North Auburn Market Demand and Commercial Development Study and Authorize the Purchasing Manager to Sign the Contract.

ACTION REQUESTED: Approve a contract between the Redevelopment Agency (Agency) and Marie Jones Consulting in the not to exceed amount of \$57,210 to conduct the North Auburn Market Demand and Commercial Development Study and authorize the Purchasing Manager to sign the contract.

BACKGROUND: On February 1, 2006, the Procurement Division released a Request For Proposals (RFP) No. 9537, entitled North Auburn Market Demand and Commercial Development Study. The submittal deadline date was February 28, 2006. Five firms responded to the RFP. The firms were Economic Planning Systems, Johnson Gardner, Marie Jones Consulting, Marketec, and Seifel Consulting. The evaluation panel rated Marie Jones Consulting the top scorer, followed by Johnson Gardner, Seifel Consulting, Economic Planning Systems, and Marketec. Marie Jones Consulting was also the low bidder with a quote of \$48,115.

The market demand study, focused in North Auburn, will identify economic support for new development and businesses, as well as specifying tenant attractions and Highway 49 expansion along the commercial corridor. The market study will also detail the current commercial niches of established businesses and recommend marketing strategies to retain and grow businesses. The market analysis and commercial development study will achieve these goals by identifying:

- How current and future demographic, economic, and market trends will influence development and revitalization opportunities in the near and medium term.
- Current economic and market strengths and weaknesses in and along the commercial corridors of the unincorporated areas of North Auburn.
- Current and potential barriers to, and opportunities for, development and business growth.
- Strategies to encourage economic growth, revitalization, and business retention within the unincorporated commercial corridor areas of North Auburn.

In a selected interview, Marie Jones fully described how she would accomplish all the RFP requirements, and even suggested improvements that could be added to the scope of work to strengthen the results of the study. The evaluation panel concurred and asked her to add two additional community workshop meetings to reach a wider spectrum of stakeholders in the

community. Marie Jones responded and returned with a revised cost reflecting the revised scope of work to include the additional deliverables. Her original bid of \$47,115 was increased to \$57,210. Even with the increase in the study's cost, Marie Jones' revised quote is still substantially lower than the second lowest bidder.

FISCAL IMPACT: There is no impact on the County General fund. The study will be paid from the North Auburn Tax Increment Fund.

RECOMMENDATION

Approve a contract between the Agency and Marie Jones Consulting in the not to exceed amount of \$57,210 to conduct the North Auburn Market Demand and Commercial Development Study and authorize the Purchasing Manager to sign the contract.

Attachment

cc: Sabrina Thompson, Agency Counsel

Project: North Auburn Market Study

Administering Agency: Placer County Redevelopment Agency

Contract No.

Contract Description: North Auburn Market Demand and Commercial Development Study

CONSULTANT SERVICES AGREEMENT

THIS AGREEMENT is made at Auburn, California, as of _____ of 2006, by and between the Placer County Redevelopment Agency, ("Agency"), and Marie Jones Consulting ("Consultant"), who agree as follows:

1. **Services.** Subject to the terms and conditions set forth in this Agreement, Consultant shall provide the services described in Exhibit A. Consultant shall provide said services at the time, place, and in the manner specified in Exhibit A.
2. **Payment.** Agency shall pay Consultant for services rendered pursuant to this Agreement at the time and in the amount set forth in Exhibit B, up to a maximum of **fifty seven thousand two hundred ten dollars (\$57,210)**. The payment specified in Exhibit B shall be the only payment made to Consultant for services rendered pursuant to this Agreement. This amount is the initial authorization, and additional expenditures, if any, may be authorized by the Agency when requested in advance and approved in writing. Consultant shall submit all billings for said services to Agency in the manner specified in Exhibit B; or, if no manner be specified in Exhibit B, then according to the usual and customary procedures which Consultant uses for billing clients similar to Agency.
3. **Facilities, Equipment and Other Materials, and Obligations of Agency.** Consultant shall, at its sole cost and expense, furnish all facilities, equipment, and other materials which may be required for furnishing services pursuant to this Agreement.
4. **Exhibits.** All exhibits referred to herein are attached hereto and by this reference incorporated herein.
5. **Time for Performance.** Time is of the essence, and, subject to Agency's compliance to the provisions of Paragraph 8 of this Agreement. Failure of Consultant to perform any services within the time limits set forth in Exhibit A shall constitute material breach of this contract. Contract shall expire on **June 29, 2007**.
6. **Independent Contractor.** At all times during the term of this Agreement, Consultant shall be an independent contractor and shall not be an employee of the Agency. Agency shall have the right to control Consultant only insofar as the results of Consultant's

services rendered pursuant to this Agreement. Agency shall not have the right to control the means by which Consultant accomplishes services rendered pursuant to this Agreement.

7. **Licenses, Permits, Etc.** Consultant represents and warrants to Agency that it has all licenses, permits, qualifications, and approvals of whatsoever nature which are legally required for Consultant to practice its profession. Consultant represents and warrants to Agency that Consultant shall, at its sole cost and expense, keep in effect or obtain at all times during the term of this Agreement, any licenses, permits, and approvals which are legally required for Consultant to practice its profession at the time the services are performed.
8. **Time.** Consultant shall devote such time to the performance of services pursuant to this Agreement as may be reasonably necessary for the satisfactory performance of Consultant's obligations pursuant to this Agreement. Neither party shall be considered in default of this Agreement to the extent performance is prevented or delayed by any cause, present or future, which is beyond the reasonable control of the party.
9. **Insurance.** Consultant shall file with Agency a Certificate of Insurance, with companies acceptable to Agency, with a Best's Rating of no less than A:VII showing the following coverage:
 - A. **Workers' Compensation and Employers' Liability Insurance**
 - 1) Consultant represents they have no employees and, therefore, not required to have Workers Compensation coverage.

Consultant agrees they have no rights, entitlements or claim against COUNTY for any type of employment benefits or workers' compensation or other programs afforded to COUNTY employees.
 - B. **General Liability Insurance**
 - 1) Comprehensive General Liability or Commercial General Liability insurance shall be provided covering all operations by, or on behalf of Consultant, covering bodily injury liability and property damage liability for the limits of liability indicated below and including coverage for contractual liability insuring the obligations assumed by Consultant in this Agreement.
 - 2) One of the following forms is required:
 - a) Comprehensive General Liability;
 - b) Commercial General Liability (Occurrence); or
 - c) Commercial General Liability (Claims Made).
 - 3) If Consultant carries a Comprehensive General Liability policy, the limits of liability shall not be less than a Combined Single Limit for bodily injury, property damage, and Personal Injury Liability of:
 - a) One million dollars (\$1,000,000) each occurrence;

- b) One million dollars (\$1,000,000) aggregate.
- 4) If Consultant carries a Commercial General Liability (Occurrence) policy:
 - a) The limits of liability shall not be less than:
 - i) One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage);
 - ii) One million dollars (\$1,000,000) for Products-Completed Operations;
 - iii) One million dollars (\$1,000,000) General Aggregate.
 - b) If the policy does not have an endorsement providing that the General Aggregate Limit applies separately to this contract, or if defense costs are included in the aggregate limits, then the required aggregate limits shall be two million dollars (\$2,000,000).
- 5) Special Claims Made Policy Form Provisions:

Consultant shall not provide a Commercial General Liability (Claims Made) policy without the express prior written consent of Agency, which consent, if given, shall be subject to the following conditions:

 - a) The limits of liability shall not be less than:
 - i) One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage);
 - ii) One million dollars (\$1,000,000) aggregate for Products-Completed Operations;
 - iii) One million dollars (\$1,000,000) General Aggregate.
 - b) The insurance coverage provided by Consultant shall contain language providing coverage up to six (6) months following the completion of the contract in order to provide insurance coverage for the hold harmless provisions herein if the policy is a claims made policy.

C. Endorsements:

Each Comprehensive or Commercial General Liability policy shall be endorsed with the following specific language:

- 1) "The Agency, its officers, agents, employees and volunteers, are to be covered as insureds for all liability arising out of operations, or on behalf of, the named insured in the performance of this Agreement."
- 2) "The insurance provided by the Consultant, including any excess liability or umbrella form coverage, is primary coverage to the Agency with respect to any insurance or self-insurance programs maintained by Agency, and no insurance held or owned by Agency shall be called upon to contribute to a loss."

- 3) "This policy shall not be canceled or materially changed without first giving thirty (30) days' prior written notice to Agency."

D. Automobile Liability Insurance

- 1) Automobile Liability insurance shall be provided covering bodily injury in an amount no less than three hundred thousand dollars (\$300,000) per person and five hundred thousand dollars (\$500,000) per occurrence and property damage in an amount no less than one thousand dollars (\$100,000) combined single limit for each occurrence.
- 2) Covered vehicles should include owned, non-owned, and hired automobiles/trucks.

10. **Indemnity.** Consultant hereby agrees to protect, defend, indemnify, and hold the Agency free and harmless from any and all losses, claims, liens, demands, and causes of action of every kind and character including, but not limited to, the amounts of judgments, penalties, interest, court costs, legal fees, and all other expenses incurred by the Agency arising in favor of any party, including claims, liens, debts, personal injuries, death, or damages to property (including employees or property of the Agency) and without limitation by enumeration, all other claims or demands of every character occurring or in any way incident to, in connection with or arising directly or indirectly out of consultant's negligent performance or willful misconduct under this contract or agreement. Consultant agrees to investigate, handle, respond to, provide defense for, and defend any such claims, demand, or suit at the sole expense of the Consultant. Consultant also agrees to bear all other costs and expenses related thereto, even if the claim or claims alleged are groundless, false, or fraudulent. This provision is not intended to create any cause of action in favor of any third party against Consultant or the Agency or to enlarge, in any way, the Consultant's liability but is intended solely to provide for indemnification of the Agency from liability for damages or injuries to third persons or property arising from Consultant's performance pursuant to this contract or agreement.

As used above, the term "Agency" means Placer County Redevelopment Agency or its officers, agents, employees and volunteers.

11. **Consultant Not Agent.** Except as Agency may specify in writing, Consultant shall have no authority, express or implied, to act on behalf of Agency in any capacity whatsoever as an agent. Consultant shall have no authority, express or implied, pursuant to this Agreement to bind Agency to any obligation whatsoever.
12. **Assignment Prohibited.** Consultant may assign its rights and obligations under this Agreement only upon the prior written approval of Agency, said approval to be in the sole discretion of Agency.

13. Personnel.

- A. Consultant shall assign only competent personnel to perform services pursuant to this Agreement. In the event that Agency, in its sole discretion, at any time during the term of this Agreement, desires the removal of any person or persons assigned by Consultant to perform services pursuant to this Agreement, including those members of the Project Team as explained below, Consultant shall remove any such person immediately upon receiving notice from Agency of the desire of Agency for removal of such person or persons.
- B. Notwithstanding the foregoing, if specific persons are designated as the "Project Team" in Exhibits A and B, Scope of Services, Consultant agrees to perform the work under this agreement with those individuals identified. Reassignment or substitution of individuals or subconsultants named in the Project Team by Consultant without the prior written consent of Agency shall be grounds for cancellation of the agreement by Agency, and payment shall be made pursuant to Paragraph 15 Termination only for that work performed by Project Team members.

14. Standard of Performance. Consultant shall perform all services required pursuant to this Agreement in the manner and according to the standards observed by a competent practitioner of the profession in which Consultant is engaged in the geographical area in which Consultant practices its profession. All products of whatsoever nature which Consultant delivers to Agency pursuant to this Agreement shall be prepared in a substantial first class and workmanlike manner and conform to the standards or quality normally observed by a person practicing in Consultant's profession.

15. Termination.

- A. Agency shall have the right to terminate this Agreement at any time by giving notice in writing of such termination to Consultant. In the event Agency shall give notice of termination, Consultant shall immediately cease rendering service upon receipt of such written notice, pursuant to this Agreement. In the event Agency shall terminate this Agreement:
 - 1) Consultant shall deliver copies of all writings prepared by it pursuant to this Agreement. The term "writings" shall be construed to mean and include: handwriting, typewriting, printing, photostating, photographing, and every other means of recording upon any tangible thing any form of communication or representation, including letters, words, pictures, sounds, or symbols, or combinations thereof.
 - 2) Agency shall have full ownership and control of all such writings delivered by Consultant pursuant to this Agreement.

- 3) Agency shall pay Consultant the reasonable value of services rendered by Consultant to the date of termination pursuant to this Agreement not to exceed the amount documented by Consultant and approved by Agency as work accomplished to date; provided, however, that in no event shall any payment hereunder exceed the amount of the agreement specified in Exhibit A, and further provided, however, Agency shall not in any manner be liable for lost profits which might have been made by Consultant had Consultant completed the services required by this Agreement. In this regard, Consultant shall furnish to Agency such financial information as in the judgment of the Agency is necessary to determine the reasonable value of the services rendered by Consultant. The foregoing is cumulative and does not affect any right or remedy which Agency may have in law or equity.

B. Consultant may terminate its services under this Agreement upon thirty (30) working days' advance written notice to the Agency.

16. **Non-Discrimination.** Consultant shall not discriminate in its employment practices because of race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, or sex in contravention of the California Fair Employment and Housing Act, Government Code section 12900 et seq.
17. **Records.** Consultant shall maintain, at all times, complete detailed records with regard to work performed under this agreement in a form acceptable to Agency, and Agency shall have the right to inspect such records at any reasonable time. Notwithstanding any other terms of this agreement, no payments shall be made to Consultant until Agency is satisfied that work of such value has been rendered pursuant to this agreement. However, Agency shall not unreasonably withhold payment and, if a dispute exists, the withheld payment shall be proportional only to the item in dispute.
18. **Ownership of Information.** All professional and technical information developed under this Agreement and all work sheets, reports, and related data shall become the property of Agency, and Consultant agrees to deliver reproducible copies of such documents to Agency on completion of the services hereunder. The Agency agrees to indemnify and hold Consultant harmless from any claim arising out of reuse of the information for other than this project.
19. **Waiver.** One or more waivers by one party of any major or minor breach or default of any provision, term, condition, or covenant of this Agreement shall not operate as a waiver of any subsequent breach or default by the other party.
20. **Conflict of Interest.** Consultant certifies that no official or employee of the Agency, nor any business entity in which an official of the Agency has an interest, has been employed or retained to solicit or aid in the procuring of this agreement. In addition, Consultant

agrees that no such person will be employed in the performance of this agreement without immediately notifying the Agency.

21. **Entirety of Agreement.** This Agreement contains the entire agreement of Agency and Consultant with respect to the subject matter hereof, and no other agreement, statement, or promise made by any party, or to any employee, officer or agent of any party which is not contained in this Agreement shall be binding or valid.
22. **Notification.** Any notice or demand desired or required to be given hereunder shall be in writing and deemed given when personally delivered or deposited in the mail, postage prepaid, and addressed to the parties as follows:

AGENCY: Placer County Redevelopment Agency
Attn: Rae James
as of 6/15/06: 3091 County Center Drive, Ste 260
Auburn, CA 95603
(530) 745-3150

CONSULTANT: Marie Jones Consulting
Attn: Marie Jones
1126 Blake Street
Berkeley, CA 94702
(510) 644-1386

Any notice so delivered personally shall be deemed to be received on the date of delivery, and any notice mailed shall be deemed to be received five (5) days after the date on which it was mailed.

23. **Governing Law.** This Agreement is executed and intended to be performed in the State of California, and the laws of that State shall govern its interpretation and effect. Any legal proceedings on this agreement shall be brought under the jurisdiction of the Superior Court of the County of Placer, State of California, and Consultant hereby expressly waives those provisions in California Code of Civil Procedure §394 that may have allowed it to transfer venue to another jurisdiction.

Executed as of the day first above stated:

PLACER COUNTY REDEVELOPMENT AGENCY

By: _____
David Seward, Purchasing Manager

Marie Jones Consulting

By: _____
Name: Marie Jones
Title: Principal

By: _____
Name: _____
Title: _____

Approved As to Form

Sabrina Thompson, Agency Counsel

*Agreement must be signed by two corporate officers if a corporation; one must be the secretary of the corporation, and the other may be either the President or Vice President, unless an authenticated corporate resolution is attached delegating authority to a single officer to bind the corporation.

EXHIBIT A

SCOPE OF SERVICES

Project Understanding

The market demand study will identify market support for new development, and businesses and tenant attraction and expansion along the commercial corridors of North Auburn. The market study will also detail the market niches of established businesses and recommend marketing strategies to retain and grow existing businesses. The goal of the strategy is two fold:

1. Identify new market and economic development opportunities for new business growth along the commercial corridors.
2. Identify strategies to strengthen and grow established businesses along the commercial corridors.

The market analysis and commercial development study will achieve these goals by identifying:

- How current and future demographic, economic, and market trends will influence development and revitalization opportunities in the near and medium term.
- Current economic and market strengths and weaknesses in and along the commercial corridors of the unincorporated areas of North Auburn.
- Current and potential barriers to, and opportunities for, development and business growth.
- Strategies to encourage economic growth, revitalization, and business retention within the unincorporated commercial corridor areas of North Auburn.

Scope of Work

Task 1: Project Start-Up

Task 1.1 Kick-Off Meeting

MJC will meet with the Redevelopment Agency staff to: 1) review and understand the purpose and outcomes of the Market Demand and Commercial Development Study; 2) refine the schedule as needed; 3) review and confirm the project approach; and 4) define all tools, visual aids and other items needed to complete the Study.

Task 1.2 Study Area Tour

Marie Jones will spend one day in the field taking pictures, making map notes, citing unusual circumstances, noting access and visibility issues, land use issues, development opportunity sites, circulation constraints, etc. in the study area.

Task 1.3 Review of Materials

MJC will review all relevant background documents regarding the North Auburn area in preparation for the consulting engagement, including but not limited to the following documents:

- Business and Professional Services Industry Study, 2003
- 2005 Placer County Economic & Demographic Profile
- Electronics Industry Technical Report for Placer County
- Analysis of Education-Industry Linkages and Economic Benefits in Placer County, 2004
- City of Roseville Economic Development Strategy, 2005
- Other documents as needed.

Task 2: Prepare Economic and Market Analysis

MJC will prepare a detailed, comprehensive, and concise economic and market analysis, which will include trend data that analyzes demographic, economic and market data for the study area and the retail trade area. MJC will use the profile to test market support for new development along the corridors and to identify economic development targets for attraction and expansion (see Task 3). The preparation of the economic and market analysis will include Tasks 2.1 through 2.5 below.

Task 2.1 Prepare a Population/Employment Forecast (2006-2011) for the Study Area & Retail Trade Area.

Demographic Analysis. For this task, MJC will prepare a comprehensive demographic profile of the study area and the retail trade area for the study area. The demographic analysis will include data on permanent and seasonal residents as well as tourist and visitor volume and profiles. Specifically, MJC will use current data from the following key sources for this analysis: the US Census, County Business Patterns, Claritas, Bureau of Labor Statistics, SACOG, California State Board of Equalization, California Employment Development Department and other sources. The demographic analysis and forecast will include total population, population growth trends and forecast, median family and household income, income distribution, education attainment, employment and un-employment rates, family size, age distribution, commuting patterns. In addition, MJC will review recent home sales data to define the purchasing power of new residents who have moved into the retail trade area since the 2000 census.

Finally, MJC will analyze the competitive advantage of the North Auburn retail Trade area relative to that of nearby competitor cities (e.g. Roseville, Grass Valley, Nevada City, and Colfax) on a sales/resident basis for all major retail categories and by household income distribution.

Job Projections Analysis. For this analysis, MJC will obtain EDD data known commonly as "ES 202" which will provide North American Industry Classification System (NAICS) classification, employment and location data for each business in the North Auburn Study Area zip codes. This is the most comprehensive source of employment data by industrial sector and will be used by MJC to describe existing business clusters, firm size, longevity, and employment growth or contraction and growth potential. MJC will identify the primary economic clusters in North Auburn and Placer County and analyze potential growth by cluster to identify market opportunities and future office and industrial demand through 2020.

Deliverables: Population and employment forecast analysis and Trade Area maps compatible with the County GIS System.

Task 2.2 Opportunities Analysis

Through focus groups and confidential stakeholder interviews, MJC will solicit input for a thorough SWOT analysis and to generate interest in and support for the Market Demand and Commercial Development Study.

Focus Groups. MJC will develop a comprehensive SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis for each commercial corridor of the study area. Marie Jones will facilitate up to four focus groups with key stakeholders from the business, developer, real estate, historic preservation, neighborhood, merchant, and visitor serving constituencies. Each focus group, of eight to ten stakeholders, will hear a brief summary of the Market Analysis (see Task 2) and Jones will then facilitate a discussion of Strengths, Weaknesses, Opportunities, and Threats to each Corridor area. Stakeholders will also generate: 1) a draft vision for each major corridor area; 2) describe the unique economic positioning of each commercial development area, and; 3) identify key economic development steps that will continue corridor revitalization.

Confidential Key Informant Interviews. In addition, MJC will conduct eight one-on-one confidential interviews with developers to discuss the project area. During the confidential interviews, MJC will encourage developers to reflect upon current market strengths, development issues and goals, specific development opportunity sites, and general issues that constrain development. The confidential interviews may take place in person during a scheduled date in North Auburn or over the phone.

Deliverables: MJC will prepare a summary of the focus group discussion and the confidential interviews, which will include a SWOT analysis for North Auburn interchange area, a draft positioning strategy for each commercial corridor area, a list of opportunity sites, and an initial prioritized list of potential action items.

Task 2.3 Two Customized Retail Market Demand Analyses

For this task, MJC will prepare the following:

Detailed Space Inventory. MJC will develop two detailed space/vacancy inventories that include size, location, and tenant mix of retail and personal services located within both Bowman and the Highway 49 areas. These analyses will also explore current retail lease rates, sales prices, and vacancy rates for the each area and for competing areas of Placer County. These analyses will help to identify gaps in current retail facilities as to quality, location, size, etc. MJC will prepare a Trade Area Shopping Center Competition Map as well as detailed tables indicating the overall health of the retail real estate market in North Auburn and competitive retail areas.

Retail Leakage and Opportunity Analysis. MJC will request taxable retail sales on a confidential store-by-store basis from the County's Finance Department (or its vendor) for the Study Area. MJC will analyze existing sales trends, resulting in a leakage analysis of potential captured sales by store category for Bowman and the Highway 49 area given current retail Trade Area. These analyses will account for spending by residents, workers, visitors, and tourists. MJC will convert the resulting analyses of potential capturable sales into total supportable square feet of new development by store category for each area, given the detailed space inventory analysis (e.g. restaurants, apparel, specialty retail, automotive sales, personal services, etc.). These analyses will also identify targets for retail recruitment to each area.

Deliverables. MJC will prepare two customized retail analyses, one for Bowman, and one for the Highway 49 area. Each customized analysis will include:

- Retail Leakage Analysis and Capturable Retail Sales Forecast,
- Retail Real Estate Market Analysis,
- Trade Area Shopping Center Competition Maps,
- Targeted Retail / Personal-Services Recruitment List.

Task 2.4 Lodging, Hotel, Highway-Tourism, and Visitor Analysis

For this task, MJC will analyze and describe the current tourism market in Bowman and the surrounding area.

- Specifically, MJC will analyze the performance of existing hotel and bed and breakfast (B&B) properties in the area, by contacting local hotel and B&B establishments to determine current room occupancy, average daily rates, and revenue per available room as well as by purchasing data from Smith Travel Research. This analysis will estimate current and future new hotel room demand by hotel type and travel segment as well as new restaurant demand resulting from visitors and tourists.

Deliverables: Lodging and Hotel Market Analysis Report, Hotel-Motor Inn Occupancy Analysis and Survey.

Task 2.5 Office and Industrial Market Analysis

Office and Industrial Market Analysis. For this subtask, MJC will prepare a detailed analysis of current industrial and office space including location, tenant mix, and quality of space currently located in the North Auburn market. In addition, MJC will collect current office and industrial market information such as office and industrial lease rates, sale prices, vacancy rates and absorption data.

Deliverables. Office and Industrial market Analysis and Projections by Industry and Use.

Task 3: Community Meetings & Develop Draft Market Report

Task 3.1 Community Workshop/Meeting

The objective of this task is to expand the number and involvement of the community (residents, business owners, developers) in the development of the Market Report and a corresponding vision for the North Auburn Area. MJC proposes a two-day immersion process to gain as much input as possible from the various community constituencies.

Day 1: (Midday) Downtown Bowman 5K walk. Community members will be invited to participate in a 40+/- minute walk to make observations, note unique features, neighborhood interfaces, circulation and pedestrian patterns, parking, public space and business patterns. Participants will be invited to point out their ideas and issues. MJC will record the walk and the area using digital equipment technology.

Day 1: (Evening) Bowman Community Workshop. The goals of this community workshop are multi-fold. The workshop will engage the community in a discussion about Bowman's retail core, including identifying assets, challenges, and the changing economic situation. Participants will be asked to brainstorm visions, make recommendations, and come together to build excitement about downtown Bowman. The workshop will include multi-media presentations, interactive exercises, and small group breakouts to obtain input and direction from the community.

Day 2: (Morning) Business and Property Owner's Focus Group. MJC will hold a morning meeting with the business and property owners to explore their specific issues and vision for the Highway 49 Corridor. The meeting will also include an overview of the findings from the market study.

Day 2 (Evening) Highway 49 Corridor Community Workshop. Similar in scope to the Bowman community Workshop, this Highway 49 workshop will engage the community in a discussion about Highway 49's retail core, including identifying assets, challenges, and the changing economic situation. Participants will be asked to brainstorm visions, make recommendations, and come together to build excitement about Highway 49. The workshop will include multi-media presentations, interactive exercises, and small group breakout sessions to obtain input and direction from the community.

Marketing the Community Workshops. As part of this task, MJC will prepare attractive marketing materials (flyers and post cards) that describe the community workshops and various ways for community members to participate in the process. County staff will be responsible for mailing/delivering the flyers/post cards to community members and business owners. MJC will also prepare an announcement for the County's website.

Deliverables. Two community workshops, a community walk and a business community meeting. Community input will be incorporated into the final report.

Task 3.2 Develop Market Demand Report and Commercial Development Study

For this task, MJC will prepare a draft Market Demand Report and Commercial Development Study based on the deliverables of Task 2 and 3.1 above that includes the following key chapters:

1. Demographic and Employment Analysis and Forecast and Trade Area Maps
2. Opportunities and Constraints Analysis (SWOT)
3. Retail Market and Retail Leakage Analysis
4. Tourism, Lodging and Visitor Analysis
5. Office/Industrial Market Analysis
6. Community Vision
7. Retail Recruitment and Revitalization Strategy

MJC will develop a community vision, a detailed set of economic development recommendations, and a targeted marketing strategy to improve the economic vitality of the study areas. These recommendations will build upon input received from community members, developers, property owners, and business owners as part of the community workshops, focus groups, and confidential interviews, as well as insights gleaned from years of working for and with revitalization efforts.

MJC will prepare both a draft report for County staff review, and a final report based on comments received from County staff.

Work Products. North Auburn Market Demand and Commercial Development Study and PowerPoint presentation.

Task 4: Final Presentations

Marie Jones will provide up to three presentations of the Market Analysis and recommendations. MJC will be available to present the final report and recommendations to community meetings and/or other relevant public bodies (Redevelopment Agency Board, County Supervisors) as identified by staff of Placer County Redevelopment Agency.

EXHIBIT B

PAYMENT FOR SERVICES RENDERED

The following hourly rates will apply to this project for purposes of calculating all task costs.

Marie Jones Consulting

Marie Jones, Principal \$165/hr

Fees for the above scope of services will be on a fixed-fee, not to exceed basis, in accordance with the following breakdown:

Cost Proposal: North Auburn Market Study

Task	Marie Jones (Hrs)	Labor Costs	Travel & Data Costs	Total Cost
Task 1: Project Start Up	24	\$ 3,960	\$ 200	\$ 4,160
Task 1.1 Kick-Off Meeting	6	\$ 990	\$ 100	\$ 1,090
Task 1.2 Study Area Tour	8	\$ 1,320	\$ 100	\$ 1,420
Task 1.3 Review of Materials	10	\$ 1,650	\$ -	\$ 1,650
Task 2: Prepare Economic and Market Analysis	150	\$ 24,750	\$ 1,250	\$ 26,000
Task 2.1 Population and Employment Forecast	25	\$ 4,125	\$ 100	\$ 4,225
Task 2.2 Opportunities Analysis & Focus Groups	30	\$ 4,950	\$ 300	\$ 5,250
Task 2.3 Two Retail Market Demand Analyses (Bowman & HWY 49)	45	\$ 7,425	\$ 100	\$ 7,525
Task 2.4 Lodging and Visitor Analysis (Bowman)	25	\$ 4,125	\$ 500	\$ 4,625
Task 2.5 Office/Industrial/Housing Market Analysis	25	\$ 4,125	\$ 250	\$ 4,375
Task 3: Develop Market Report and Hold Community Workshops	130	\$ 21,450	\$ 250	\$ 21,700
Task 3.1 Community Workshops for Bowman & HWY 49	40	\$ 6,600	\$ 250	\$ 6,850
Task 3.2 Prepare Report(s)	90	\$ 14,850	\$ -	\$ 14,850
Task 4: Final Presentations	30	\$ 4,950	\$ 400	\$ 5,350
Totals	334	\$ 55,110	\$ 2,100	\$ 57,210